

6453. Lecithin granules. (F.D.C. No. 44722. S. No. 49-968 R.)

QUANTITY: 37 cases, containing 12 8-oz. btls. each, and 18 cases, containing 6 1-lb. btls. each, at Lubbock, Tex., in possession of Plains Cooperative Oil Mill, Inc.

SHIPPED: 3-29-60 and 5-12-60, from Chicago, Ill., by Central Soya Co., Inc.

LABEL IN PART: "RG LECITHIN * * * Granules * * * a dietary source of choline, inositol and phosphorus * * * A natural food product extracted from soybeans * * * contains both linoleic and linolenic acids * * * Mfd. by and packed for Central Soya Company, Inc., Chemurgy Division."

ACCOMPANYING LABELING: Reprints of articles entitled "Serum Cholesterol Reduction With Lecithin" and "Lecithin and Health."

RESULTS OF INVESTIGATION: The above-mentioned reprints were purchased by the dealer for use in promoting the sale of the articles.

LIBELED: 7-28-60, N. Dist. Tex.

CHARGE: 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was adequate and effective to regulate and to lower the blood cholesterol;

502(a)—while held for sale, the accompanying labeling of the article contained false and misleading representations that the article was adequate and effective for the prevention and treatment of cardiovascular diseases; arteriosclerosis; hypercholesterolemia; and hyperlipemia; that it was capable of lowering serum cholesterol in the blood and excessive blood fats; and that the article was adequate and effective for the prevention and treatment of diseases and conditions of the heart, liver, kidneys, circulatory diseases, coronary thrombosis, high blood pressure, arthritis, diabetes, and mental ills; that it was capable of lowering cholesterol in the blood; and that it would promote good health, high bodily efficiency, and prolong the length of active life.

DISPOSITION: 12-7-60. Default—destruction.

6454. Honey Al-Fa Tea. (F.D.C. No. 44913. S. No. 23-315 R.)

QUANTITY: 29 16-oz. btls. and 22 32-oz. btls. at Oklahoma City, Okla.

SHIPPED: 8-1-60 and 9-12-60, from Dallas, Tex., by Honey Al-Fa Pharmaceutical Co.

LABEL IN PART: "Concentrated Honey Al-Fa Tea * * * Homogenized * * * Especially pressed, extracted, and brewed from rich Alfalfa components. Also contains Proteins, Amino Acids (Arginine, Histidine, Lysine, Humin, Saponin, and natural enzymes) Plus Pure Bee Honey and Apple Cider Vinegar."

ACCOMPANYING LABELING: Leaflets entitled "A Reader's Digest Reprint Concentrated Honey Al-Fa Tea" and "For Your Vitamins Concentrated Honey Al-Fa Tea."

LIBELED: 9-27-60, W. Dist. Okla.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article was an adequate and effective treatment for arthritic conditions; rheumatic conditions; gout; ulcerated stomach; migraine headaches; hay fever; muscle cramp; sinusitis; alcoholism; and bed wetting; that use of the article would prevent illness; produce healthy offspring; and cause one to live to a ripe old age.

The libel alleged also that the article was misbranded under the provisions of the Act relating to foods as reported in notices of judgment on foods.